

Personal Marketing Plan

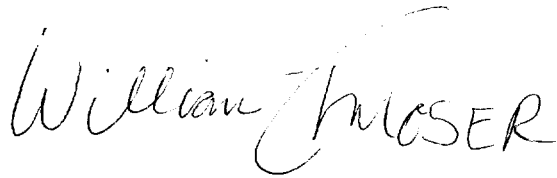
An Honors Thesis (HONRS 499)

By

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Thesis Advisor

Professor Moser

A handwritten signature in black ink that reads "William Moser". The signature is written in a cursive style, with the first name "William" in a more fluid script and the last name "Moser" in a slightly more upright, blocky cursive.

Ball State University

Muncie, Indiana

Date submitted: June 2000

Expected date of graduation: June 2000

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### **Abstract**

This discussion of my own personal marketing plan will examine the career field that I wish to go into upon graduation, how I plan to get there, and what I will do once I am there. Specifically, I will discuss the situation analysis, objectives, my target market and positioning strategy, the marketing mix, and evaluation and control. Finally, I will give examples of my resume, cover letter, and follow-up letter that I will use during my job search.

### **Acknowledgments**

Thank you to Professor William Moser, my thesis advisor, for his willingness to assist me with my project, helping me come up with the idea for my project, and extending my deadline. Thank you to all my friends and family who convinced me to stay in the Honors College and finish my thesis!

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## **OVERVIEW**

Companies are becoming more selective in their recruitment process. Today's society is changing, which is leading to a shift in employees' needs. New technology, a changing economy, and a more diverse workforce are all factors contributing to an evolving corporate world.

In order to be successful in this new world, employees must differentiate themselves from one another. The following marketing plan will help me to stand out from my competition.

## **SITUATION ANALYSIS**

### **Career Market Analysis**

In general, my market is all potential employers. More specifically, my market is all potential employers in the nonprofit sector. Nonprofit organizations have gone through many changes in the past couple of years. For example, new technology, reductions in federal funding, and a more diverse workforce are causing nonprofit organizations to be more selective in their recruitment efforts. As a result, recruitment activities have become more innovative to draw in the type of employees that are needed.

There are many entry-level jobs for nonprofit organizations. One that I find particularly interesting is a Marketing Manager. This position requires a college degree; Marketing is the preferred degree. Starting salaries range from \$25,000 to \$35,000. People applying for this position need to possess certain qualities. These qualities include maturity, creativity, motivation, resistance to stress, and flexibility. A qualified applicant must also be able to communicate persuasively (both orally and written), have good tact, judgment, and repoir.

I feel that nonprofit organizations are the proper place for me because I wish to help people while utilizing my Marketing degree. Although nonprofit jobs are not very secure, they are very rewarding.

### **Product (Self) Analysis**

After participating in the Myers-Briggs evaluation and many exercises in my Marketing 302 class, I feel I have a good handle on my interests, strengths, weaknesses, marketable skills, and qualifications.

All of the careers I have ever been interested in involve helping other people. When I first came to college I wanted to major in Psychology so that I could help people with their problems. I still want to help people with their problems; however, I want to do it in a more creative way by utilizing my Marketing degree. Any job that I get upon graduation must meet one requirement: involve helping others.

Although I do not have much work experience, I have gained considerable experience throughout my college career. I have learned many things in my numerous marketing classes, and also in my outside activities. My involvement in my sorority and my part-time work experience as a tutor and an assistant in a guidance office have helped me to develop my leadership skills. I have also been able to develop my personal skills. I have worked with many people in group settings throughout college, which has helped me to relate and work well with others.

Some of my strengths include the ability to work well with others, open mindedness, good leadership skills, excellent academic record, and compassion. I also am able to put myself in other people's shoes so that I can look at things in another

perspective. I think this is a very important skill to have because no one thinks the same way as another person; therefore it is necessary to see things from multiple viewpoints.

My main weakness is that I do not deal well with laziness or ignorance. I put my full effort into everything I do and I expect the same from everyone else. In general, I have too high of expectations for people. Another thing I could improve on is my communication skills. I need to communicate more effectively verbally.

### **Competitive Analysis**

As previously mentioned, I am interested in a Marketing Management position in a nonprofit organization. The ideal candidate for this position must hold a degree in marketing, be mature, creative, highly motivated, and resistant to stress. This person must also be flexible, have good communication skills, judgment, tact, and repair.

The two main characteristics that I believe are most important and will set me apart from my competition are motivation and resistance to stress. I have exhibited both of these traits throughout my college career. My ability to remain on Dean's list, the Marketing Top Ten, be an officer in my sorority, and hold a part time job are all examples of my motivation and resistance to stress.

I am also flexible in the respect that I do not have a location preference for a job. I am also mature, have tact, good judgment, and repair. I have exhibited my creativity, tact, good judgment, and repair in my sorority related activities. The many activities that I have been involved in with my sorority have caused me to work very close with others; therefore requiring the previously mentioned skills.

I do need to improve on my communication skills. Also, a management position usually goes to a person with more experience and who is not fresh out of college. This

is the major draw back for me. I lack the practical experience that may be required for this position.

## **SELF-MARKETING OBJECTIVES**

### **Long-Term Career Objectives**

In five to ten years I wish to be a Marketing Manager or Director of Marketing at a nonprofit organization. I want to work at an organization that cares about helping people and dealing with their problems, and not with how much money they are making. By the end of ten years, I hope to have come up with a new and successful fundraising project for the company I am working for.

With this goal in mind, I am pursuing a Bachelors of Science in Marketing at Ball State University. I would eventually like to obtain my Masters of Business Administration. Throughout my professional career, I plan to continue the learning process by participating in seminars and business classes either offered through my work, or another source.

### **Short-Term Job Objectives**

One of my short-term objectives before I get a job is to submit my resume to Monster.com. I would also like to shadow a nonprofit organization to become more familiar with the way they are run. Finally, I would like to practice my interview skills in order to be prepared when I start interviewing for jobs.

Over the next few years, I would like to become familiar with the nonprofit environment by becoming either a manager or an assistant manager. I plan on getting practical experience at a nonprofit organization to help me advance in my career. I would



also like to volunteer at different nonprofit organizations so that I can get many perspectives from different people.

I know many people who have or are previously connected to nonprofit organizations. I plan to keep in touch with them not only for job opportunities, but also to keep up on happenings in the nonprofit environment.

## **TARGET MARKET**

### **Market Segmentation**

Nonprofit organizations can be broken up into many different segments based on services. Some examples include, culture (museums), disaster relief (Red Cross), awareness (MADD), and fundraising or charity (A Better Way). There are many other segments of nonprofit organizations; however, these are the segments that are of most interest to me.

Each of these segments requires different characteristics for their employees. For example, cultural nonprofit organizations require an interest in the community. Disaster relief organizations require high involvement in the community and interest in helping others in a crisis. Awareness organizations require a passion to make people aware of a certain cause. Fundraising or charity organizations require the ability to get others involved in contributing to your cause. All of these organizations require the ability to work well with others and the desire to help people.

### **Target Market Strategy**

Although I am interested in culture and making people aware of causes, I feel the best nonprofit segment for me is a fundraising or charity organization. My desire to help others is especially focused towards children. There are many organizations that benefit

children that I would enjoy working for. A couple of examples include Big Brothers/Big Sisters, CASA (Court Appointed Special Advocates), and Make a Wish Foundation.

I would love the opportunity to use my Marketing degree to benefit children. My experiences at college and in my work and sorority activities will help me be an efficient employee at a nonprofit organization geared towards children.

### **Job Leads**

As I mentioned previously, I know many people who are currently working for a nonprofit organization, or have worked for a nonprofit organization in the past. I plan to use these contacts to pursue job opportunities and keep abreast of what is going on in the nonprofit world.

Another source that is useful to me in looking for jobs is the Internet. Our society is becoming more and more technologically based. As a result, there are many sites that provide job listings. For example, the Ball State University home page provides a link to career opportunities and I have also found a specific nonprofit organization site at <http://www.nonprofitcareer.com/>. All of these sources will be crucial in my job search.

### **POSITION STRATEGY**

My positioning strategy is a crucial tool for me in my job search. I need to stand out from my competitors and let employers know why they need me for a specific position. I plan on doing this by using a portfolio to display all of my characteristics that are unique to me. By using a portfolio, I will be able to get the employer's attention in an organized manner. This will also show the employer that I am dedicated and willing to go the extra distance to get what I want.

Some of the information I plan to include in my portfolio is my work experience, academic record, and my outside activities. For example, I participated in a major fundraising activity in my sorority. Dance Marathon was a campus-wide event that raised money for CASA. Participation in this event required me to go out and get sponsorship from the community, help organize the event, and do fundraising in order to have a budget. All of this gave me great experience that I can use in a nonprofit organization setting.

I will also mention skills I have refined or acquired. For example, I have learned time management by being involved in school, my sorority, and a part time job. I have also learned how to communicate and work well with others. Many of these things will be included on my resume and be expanded upon during an interview.

## **MARKETING MIX**

### **Product Strategy**

I have much to offer my potential employer. My education is essential to my productivity as an employee. My studies at Ball State University have taught me how to learn. I know how to think critically and analytically. I am able to pick up quickly on ideas and I do not give up easily. I have been highly motivated throughout my college career and will continue to be motivated once in a career.

An employer will gain a very dedicated and motivated employee by hiring me. I am flexible and easy to work with. I do not over step my boundaries; however, I am not afraid to voice my opinions if I have an idea to improve something. I have learned how to balance activities and I know what it is like to have people depend on me. I am very trustworthy and dependable.

I also plan on continuing my education. Learning is an ongoing process and therefore will continue throughout my career. I plan on learning new information through seminars, meetings with colleagues, and studying on my own through books and the Internet.

### **Price Strategy**

Although companies are expecting more out of their employees, nonprofit organizations cannot afford to spend a lot of money on salaries. As a result, a number of nonprofit employees are underpaid for doing more work. Salary is not the most important thing to me. I plan to work hard in my career and get paid enough so that I do not have to worry about being too much in debt.

Benefits are important to me. I plan on having a family sometime in the future, so it is imperative that I have insurance coverage for that reason. I also would like to have a retirement plan. Retirement is a long way away, but if I do not plan for it, then I will not be prepared when the time does come.

In summary, the following is what I expect from my future employer:

- Health insurance and a savings plan (401K)
- A base salary of \$25,000 to \$30,000
- An increase based on cost of living
- An increase comparable to an increase in job responsibilities  
(promotion)

### **Distribution Strategy**

Companies place people where they are most needed. Sometimes employees cannot go where they are needed because they have ties to their current location and

cannot relocate. I do not have a preference as to where I am located. I currently do not have any ties to keep me in Indiana, which is of value to an employer. After 5 or 10 years, I will hopefully have a family, which would make it harder for me to relocate. Now; however, I have the ability to move anywhere in the United States and am willing to do so.

I do not have a geographic preference, but I would like to live somewhere that has good transportation and many culture events. I would like to live in a city where everything is centralized. I can definitely see myself in a place like New York City.

Once I get a job, I have no problem remaining there as long as there are career advancement opportunities. If I feel I cannot advance any further at a company, I will move on to another company that may be better suited to me. On the other hand, if I am truly happy in a job, I will remain there until I am no longer happy, regardless of advancement opportunities.

### **Promotion Strategy**

#### ***Contact Strategy***

My main contact strategy is networking. By talking to people I know who work in a nonprofit organization or know people who work at a nonprofit organization I can get my foot in the door. Many times employers feel more comfortable hiring people who are recommended for a position rather than a complete stranger. My contacts can help me get in for an interview and the rest is up to me.

In addition to my connections, I have already registered with Ball State University's Career Services and I plan to put my resume on the Internet. I have met with Sheila Spisak, at Career Services, and had her proof read my resume and offer

suggestions for improvement. I have also submitted my resume to such companies as Bank One and Walker Research. These actions will be another way for me to get my name out into the market.

Ball State University's Career Services offers many features to help students contact possible future employers. For example, there are always companies coming to Ball State to interview for job openings. Career Services provides a schedule of when these companies are coming to help the student decide when they want to interview. Career Services also offers many job fairs to get in touch with employers and also programs to prepare students for graduation: practice interviews and etiquette dinners.

Other programs available through Career Services include the Career Referral Information System, which is a convenient way to check on vacancy listings for job openings, and the Online Student Information System, which allows students to access referral and credential information. Career Services also offers magazines and pamphlets covering a variety of topics ranging from interviewing skills to negotiating salary. This is all valuable information in the job search.

When I look for a job, I will send a resume and cover letter out to a company. The company will then contact me if they are interested in an interview. If I do not hear from the company within a month, I will follow up with a phone call. Once I go in for an interview I will follow up with a letter thanking them for the interview and letting them know that I am interested. By doing all of these things, I will let the employer know that I am interested in working for them and that I am persistent.

### ***Public Relations Strategy***

As I mentioned in the Contact Strategy section, I have many people who make up my network. A network is important not only when looking for your first job, but when looking for a new job as well. I plan on keeping in contact with these people throughout my career in order to change jobs if I feel the need.

In addition to the people I know that work for nonprofit organizations, I also know people who are good contacts in general. I have good relationships with current and past employees, high school teachers, college professors, peers, family and friends, and many other sources. All of these contacts are tools for my job search.

### ***Sales Promotion Strategy***

I have already mentioned my plan to use a portfolio. I have accumulated a lot of material to include in a portfolio. For example, I have references, letters of recommendation, an updated resume, and a transcript of my college grades. I also have examples of past projects I have worked on, and awards and recognitions I have received. All this information, if well organized, will help me stand out to an employer.

### ***Advertising Strategy***

By registering on Ball State's Career Services, I have my information readily available to future employers. I also plan to put my resume on the Internet, which will increase the number of employers who have my resume. I will use my resume and a cover letter to advertise my interest in a position. My contacts can provide inside information about certain details of a job that may interest me.

### ***Personal Selling Strategy***

Although resumes are the accepted way to get in contact with employers, it is also the way that everyone gets in contact with employers. I will utilize my resume; however, I would also like to stand out from everyone else. If I can personally deliver my resume to a company, then they may be able to put my face with my name. This will give me an advantage over everyone else that just mailed in his or her resumes. I will also use my contacts to get introductions to employers so they can get to know me personally and put my face with my resume.

### **EVALUATION AND CONTROL**

Evaluation and control is a tool I can use to keep me on track. It is much harder to get off track if you have your objectives written out with specific dates that you wish to accomplish them by. Some of my short-term objectives and times I wish to complete them by are as follows:

OBJECTIVE	COMPLETION DATE
Complete a BS degree in Marketing	June of 2000
Obtain entry level position in target market	September of 2000
Advance to next level in nonprofit organization	September of 2004
Continue advancement to the next level	September 2008
Become a Director of Marketing	September 2010

This is not an exhaustive list of my short-term goals; however, it is a start. By writing these objectives down, I am committing myself to achieve them, or at least try to



achieve them. Evaluation and control is a continuous process, so my objectives will change over time. It will be necessary to repeat this process periodically to see where I am and where I am headed.

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## APPENDIX

### Targeted Employers

<b>Company</b>	<b>Address</b>	<b>Contact Name</b>	<b>Phone Number</b>
American Red Cross	8111 Gatehouse Rd Falls Church, VA 22042	Ellen Montgomery	(202) 737-8300
Big Brothers/Big Sisters	230 North 13 <sup>th</sup> Street Philadelphia, PA 19107	Michael Alexander	(215) 567-7000
Boys and Girls Club of America	1230 West Peachtree Street, NW Atlanta, GA 30309	Jan Peterson	(404) 815-5788
Habitat for Humanity	121 Habitat Street Americus, GA 31709	Ann Powell	(912) 924-0641
MADD	810 Barret Ave Louisville, KY 40201	Betty Glass	(502) 585-2644
The Ronald McDonald House	302 30 <sup>th</sup> Street Charleston, WV 25304	James Nelson	(304) 346-0279
Leukemia Society of America	921 East 86 <sup>th</sup> Street, #205 Indianapolis, IN 46240	Dennis Norris	(317) 726-2270
Salvation Army	214 W. Chestnut Street Louisville, KY 40202	Charles Bryant	(502) 583-5391
Save the Children	54 Wilton Road Westport, CT 06881	Susan Fitzgerald	(203) 221-4000
Operation Smile	6435 Tidewater Drive Norfolk, VA 23509	Thomas Fox	(757) 321-SMILE

Cover Letter

November 22, 1999

Michael Alexander  
Big Brothers/Big Sisters of America  
230 North 13<sup>th</sup> Street  
Philadelphia, PA 19107  
(215) 567-7000

Dear Mr. Alexander:

Subject: Assistant to Marketing Manager

My ability to communicate effectively through both verbal and written correspondence, coupled with my experiences through the marketing department at Ball State University, has prepared me for the assistant position I learned about through the Internet.

In addition to taking marketing and communication classes as part of my marketing degree, I also participated in my sorority's philanthropic event, Dance Marathon 1999. As a part of Dance Marathon, I went out into the community to get sponsorship for the event. This allowed me to become familiar with working with the community.

My college training has been supplemented by my work experience in a guidance office, government job, and at a title company. These experiences have given me firsthand knowledge of how a business operates and the skills that are necessary to effectively communicate with others. These skills should help me to contribute to your company.

After you have received my enclosed resume, I would appreciate having the opportunity to discuss with you in person why I believe I have the right qualifications to serve you and your clients. I can be reached by telephone after 5 p.m. daily.

Sincerely,

Marena Gammons  
4715 N Park  
Indianapolis, IN 46205  
Phone: (317) 925-2965

Enclosure

**Marena Gammons**  
4715 N Park  
Indianapolis, IN 46205  
(317) 925-2965  
megammons@hotmail.com

- Successful at balancing work and academic responsibilities
- Outstanding academic record (3.79/4.00)
- Well developed organizational and communication skills
- Dependable, friendly, and goal-oriented

Ball State University                      Bachelor of Science, Marketing                      June, 2000

- Admitted with distinction to the Ball State Honors College
- Maintained a position in the “Marketing Department Top Ten” for the past three semesters
- Made dean’s list for the past seven semesters
- Received “Top Performer Sales Representative” for Big Brothers/Big Sisters sales project
- Initiated into Beta Gamma Sigma, a business honorary
- Scholarship officer for Kappa Alpha Theta Sorority

Student Assistant	Fall 1999- Present
Indiana Academy, Guidance Office	

- Distribute weekly update reports for academic status of students
- Create forms for the weekly update reports, using Microsoft Word
- Coordinate meetings and schedules for advisors and the guidance counselor

Receptionist	Summer 1998
First American Title	

- Provided assistance to customers with questions and concerns
- Received training on data entry and Microsoft Excel

Automation Clerk  
U.S. Customs

- Assisted with the reorganization of the filing system
- Proofread legal documents

**Follow-Up Letter**

December 1, 1999

Michael Alexander  
Big Brothers/Big Sisters of America  
230 North 13<sup>th</sup> Street  
Philadelphia, PA 19107  
(215) 567-7000

Dear Mr. Alexander:

I am writing this letter to thank you for taking time out of your schedule to meet with me last week. I enjoyed the opportunity to talk with you about your organization and the position that is currently available.

I was pleased to learn so much about Big Brothers/Big Sisters that I did not already know. Your information about current programs was fascinating. The assistant to the marketing manager sounds very exciting and challenging, which is the kind of career opportunity I am looking for.

Thank you again for your time. I look forward to hearing from you in the near future.

Sincerely,

Marena Gammons